

A Diagnostic Review for Growth Enterprises

Do you know how much time and effort is spent on non-value creating activities?

- Do you know how much these activities are costing you?
- What about productivity and performance?
- Are they at levels that will keep you competitive and profitable?
- Do you have an objective view of what you are good at - and not so good at?
- Do you know where you need to improve – and how much?
- Do you know how many customers are in jeopardy of leaving you this year?
- Do you find out only when they have voted with their feet?
- And what about your team...how confident are you that your key players are satisfied in their roles?
- Do you take silence as agreement and support?

The diagnostic review follows a clear, 5 step process:

1. Activity Analysis:

Activities are people doing things. Every business undertakes a range of common activities that can be mapped within a simple framework. Changing your business direction, the way you operate, or making any change at all will require changing the way an activity is performed.

2. Financial and Productivity Review:

Traditional financial statements are lag indicators of recent business performance. However, when combined with other key information about the business's output and with information from the activity analysis, a more insightful picture emerges.

3. Strategic and Operational Review:

Having gathered some hard data about the business we now move on to assessing the current position of the business. Any business leader must continually be considering the external environment in terms of the opportunities and threats presented. Additionally, an assessment of the strengths and weaknesses of the business must be understood.

Our approach provides a tightly structured, comprehensive method of covering all the external and internal areas in which a business operates. We convert what is often a “gut feel and subjective” assessment into a graphic, comprehensive and informative review of your strategic position and operational capabilities.

4. Customer Scorecard:

You may have an acceptable financial performance, a stable team, and clear direction in your mind, but an undercurrent of dissatisfaction may exist amongst your customers that is not yet reflected in your lag indicators. An external, independent facilitator can gain your customers’ views on the business in a way that you never can.

Most customers actually appreciate being asked their opinion in an objective, constructive, independent way – it reflects well on your business and shows you do really care and listen

5. Team View:

Most people spend too much of their lives at work not to care and have opinions about their workplace. There will always be more of them than you, and they see the world from a very different perspective. Many of them also spend most of their day with your customers and have first hand valuable knowledge. As with customers, an externally facilitated session is usually appreciated and provides constructive feedback